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Millennial Fandom: Television Audiences in ... - Project MUSE

Millennial Fandom: Television Audiences in the Transmedia Age. Louisa Ellen Stein. University of Iowa Press, Aug 15, 2015 - Social

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Millennial Fandom: Television Audiences in the Transmedia ...

With fan activities becoming ever more visible on social media platforms including YouTube, Facebook, LiveJournal, Twitter, Polyvore, and Tumblr, the fan has become the avatar of our digital hopes and fears. In an ambitious study encompassing a wide range of media texts, including popular television series like Kyle XY, Glee, Gossip Girl, Veronica Mars, and Pretty Little Liars and online works ...

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Millennial Fandom | University of Iowa Press

Louisa is author of Millennial Fandom: Television Audiences in

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the Transmedia Age (University of Iowa Press, 2015). She is also co-editor of Sherlock and Transmedia Fandom (McFarland, 2012) and Teen Television: Programming and Fandom (McFarland, 2008).

Who Are Millennial Fans: An Interview with Louisa Stein

...

Many sports executives fear that the root cause of declining ratings and aging audiences is the disengagement of millennials from live sports. 1 “[Millennials] don’t watch TV, they don’t have TVs or subscribe to cable. So we have to bring that audience in,” Robert Kraft, principal owner of the New England Patriots football franchise, recently said. 2

We are wrong about millennial sports fans

And given the relative scarcity of Millennial viewers compared to other age cohorts, this makes it even less likely that brands are

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reaching enough Millennials on TV to move the needle. Target Audiences, Not Demographics. Take the example of a 22 year old woman living a post-college, urban existence with roommates and a starter-salary.

How To Find Millennials On TV - Simulmedia

Main Millennial Fandom: Television Audiences in the Transmedia Age. Millennial Fandom: Television Audiences in the Transmedia Age Louisa Ellen Stein. No longer a niche or cult identity, fandom now colors our notions of an expansive generational construct—the millennial generation. Like ...

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Millennial Fandom: Television Audiences in the Transmedia Age by Louisa Ellen Stein is an academic look at the power of fandom and its effects on the Millennial culture. While this may

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immediately sound like the next book you skip, hear me out; Stein is one of us. A major “Gleek,” Stein found herself enraptured with the show Glee as well as various other TV shows. In this fandom, she began ...

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Whether heralding millennials as the Democratic Party's saving grace, corporate interests' dream come true, or the foundational audience of a new family values television, these celebratory narratives cast millennials as the conveyers of a potentially positive future, a generation of people who will wield their (digital, social, and economic) power adeptly and who could mean significant ...

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Over the past few years, TV audiences for major sports have been getting smaller – and older. ESPN has lost 10% of its subscribers in three years, while the 2016 Olympics was watched by nearly 3 million fewer people on average than the 2012 tournament. It also drew its oldest audience ever, with an average age of 53, up from 45 in 2000.

How Are Millennials Changing the Sports Engagement ...

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Audiencehas shut down on May 23, 2020at 3:00am EDT. The content of the network will soon be integrated to HBO Max as it launches onMay 27,2020.

Audience (TV network) - Logopedia, the logo and branding site

WAVE.tv—a next-gen media company that produces sports programming for Millennial and Gen-Z fans across social and digital platforms (think: Instagram, Snapchat, TikTok, Facebook, YouTube)—recently closed on \$32 million in Series A funding. Coventure and GPS Partners led the round. CEO Brian Verne called the raise validation of the company's overarching thesis.

Gen-Z, Millennial Sports Fandom Not Decreasing - Sportico.com

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